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DOWNTOWN COMMISSION RESULTS

Tuesday, February 25, 2014

50 W. Gay Street, (Beacon Building) Conference Room B – 1st Floor

I. Attendance

Present: Present: Steve Wittmann (Chair), Otto Beatty, Jr. (Vice chair), Michael Brown, Tedd Hardesty, Kyle Katz, Robert Loversidge, Mike Lusk, Jana Maniace, Danni Palmore

City Staff: Daniel Thomas, Kevin Wheeler

II. Approval of the January 28, 2014 Downtown Commission Meeting Results

Move to approve (9-0)

III. Conceptual Review for Use Dog Day Care

Case #1 767-14

113 E. Main Street

Applicant: Matthew Goldstein & Ian Estep

Property Owner: Huntington National Bank

Attorney: Connie Klema

Request:

Conceptual review for dog day care with limited outdoor area. CC3359.17

See checklist for relevant guideline and code references.

It is recommended that property owners within a 125 ft. radius be notified as part of the approval process. The hours will be controlled.

Project Description:

Dog day care, boarding and grooming facility to accommodate the growing residential development in downtown Columbus.

Discussion

The applicant currently operates another dog care facility and is looking to expand into downtown. The site is ideally situated for downtown clientele. The closest residences are about 95 feet away. There are two other dog care facilities within the area that are completely booked up. Sensitive about respecting our neighbors – noise and smell.

SW – Questions about the outside area. A. This will be in back and be screened in a way that the dogs can't see out of. KK – Have you talked to the neighbor? A. –We

haven't reached out to condominium associations yet. That will be the next step. A An architect has been spoken to about developing a concept. There is open land in the front that will be used for the dog area, plus open area in the front. Dogs will be controlled. SW – the two other dog care areas in downtown seem to be a little more removed from the core area. He has concerns about how it fits in with residences. A. – Views proximity as an asset. There would be approximately 45 to 60 dogs in the facility. The outdoor area in back is about 1,500 sq ft which would be divided in two and could have as many as 40 dogs. Control of the dogs has a lot to do with having the right handlers who understand dog behavior. SW – Weekends? A. Most of the clients would use the facility during the week. There would be boarding as well as grooming. For odor, there would be pick up a couple times a week. The building has an open floor plan which will allow more area for the dogs inside. The property will be a lease purchase. SW – we sometimes put time limits on projects. KK – I would support this, but I would like to get the reaction of the neighborhood. Parking is adequate on the side. KK – Perhaps do a small dog relief or small park in the front. DJT can give back ground on the fence. JM – Potentially good idea but keep in mind it is an urban site.

Results

Property owner notification prior to the next Downtown Commission meeting.

IV. Review for Certificate of Appropriateness

Case #2- 768-14

Address: 289 Naghten Street

Applicant: Patrick Madden, Madden McMillan Architects, Ltd.

Property Owner: Verizon Wireless

Design Professional: Patrick Madden, Madden McMillan Architects, Ltd.

Request CC3359.05(C)1)

Certificate of Appropriateness I review for an approximately 25,000 SF addition to a 9,000 SF telephone facility.

The Downtown Commission conceptually reviewed the initial proposal in August 2013.

Discussion

There have been a couple of small changes – one is with lighting of the side façade. The brick work has also been changed. Materials were shown. Cast stone will be used. Trees are spaced about 15 feet. The original building will be painted to match. There will be some identification signage. The parapet will hide the equipment. RL – Given what it is, it's pretty good.

Results

Move to approve (9-0)

Case #3 769-14

Address: 381 East Main Street

Applicant: Rick Sicker C/o SiteSource Consultants

Property Owner: David Warren c/o McDonald's USA, LLC

Design Professional: Frank Shepherd c/o Williams Shepherd Architects, Inc.

Request CC3359.05(C)1)

Certificate of Appropriateness review for alteration of existing McDonald's Restaurant.

Discussion

Frank Shepherd, architect. McDonald's is in the process of rebranding. The double mansard served the company over the years. There will be a 10 ft. addition on the front. Other than recladding the building and building signage, everything else – landscaping and dumpster will remain the same. The handicapped spots will also be moved so that the patrons can go through the front door. KK – had questions about the landscaping and suggested that this might be a good opportunity to make improvements.

SW – I think it's a great improvement – it's a 90%, make it 98%. No problem with the building. Look at the landscaping. Likes the roses in the perspective sketch. Look at the northwest corner. RL – This is an opportunity. The building modifications are acceptable. Existing parking lot lights will be kept. SW – shows us what the lighting will be. This is new standard McDonald's material. OB – don't change the landscape that much, it is a heavily foot trafficked McDonald's. JM, TH – consider landscaping that compliments the new architecture. DP – the corner needs to be softened in terms of landscaping. It's a hard corner. OB – blockage isn't desirable. RL – sign at corner. Think about changing the exterior pole signage. Maybe there is a simple thing that can be done,

Results

Approve the improvements subject to the applicant reconsider and return with landscaping, lighting and exterior (site) signage. (9-0)

V. Request for Certificate of Appropriateness for Advertising Mural (Temporary Graphic)

Case #4 770 -14

Apple ad mural campaign renewal - 2014

Five locations – 15 W. Cherry St., 35 W. Spring St. 43 W. Long St., 60 E. Long St., and 285 N. Front St.

Applicants: CBS Outdoor, Clear Channel Outdoor, Orange Barrel Media

Property Owner: Varied

Design Professional: Apple

Request:

Renewal of the Apple campaign for 2014. CC3359.07(D) Administrative approval within Commission parameters.

A request was made for general Commission approval of an Apple campaign for iPhones and mini iPads at five specific locations. General approval was sought because of the anticipated rapid change of the murals. It was requested that subsequent murals be handled administratively. In 2013 each location had 10 different murals (50 altogether). Murals ranged from stark, flat, and black and white to colorful and dimensional. In all cases text was minimal.

Term of installation: Seeking approval for the remainder of 2014

Discussion

Slides of the five locations were shown. Questions were brought up about the Nationwide Boulevard site – when it was first brought up and the intent of renewals. Applicant expressed appreciation to the Commission for the Apple campaign, which is unique to the Midwest. Apple’s timing is also very restrictive. Locations would be restrictive and limited to the amount of text. KK – consider bringing the Nationwide mural down to cover the gap.

Results

Motion to approve another year of this campaign with the same conditions that were in place last year – that it is an ongoing Apple campaign of this type. Deviation from this campaign theme would mean the applicants come back to the Commission for approval.

Case #5 771-14

Columbus Dispatch

66 S. Third Street

Applicant: Clear Channel Outdoor

Property Owner: Capitol Square Ltd.

Columbus Dispatch

Design Professional: Clear Channel

Request:

Design review and approval for installation of vinyl mesh advertising murals to be located on the north elevation at 66 S. Third St. Proposed mural – Columbus Dispatch The Downtown Commission has previously approved numerous murals at this location, the latest being for the Columbus Dispatch. “Stay cozy with Ohio’s best paper.” CC3359.07(D)

This is proposed to be a campaign highlighting spring themes. Three ad murals will go up in fairly rapid order:

- March 3 -Experience – what it’s like to be there –“Rock on the Range 2013”
- March 28 - Discover – something new every day - Yoga
- April 21 - Discover – something new every day – Kids swinging

Dimensions of mural: 35’W x 20’H Two dimensional, non lit

Term of installation: Seeking approval from March 3 through May 30, 2014.

Area of mural: 700 sf

Approximate % of area that is text: 4%

Discussion

Questions were raised about the photo credits. The Commission thought that these were good images. This was seen as a good example, perhaps to be shared with other applicants.

Clear Chanel suggested that similar thematic presentations be submitted administratively (i.e. for summer and fall). The Commission’s response was “ I don’t think we’re there yet. The Chair suggested that the thematic murals be forwarded to him for feedback.

Results

Motion to approve the whole series of three. (9-0)

Case #6 772-14**Captain Morgan ad mural****260 S. Fourth Street****Applicant:** Orange Barrel Media**Property Owner:** Stoddart Block LP**Design Professional:** Orange Barrel Media**Request:**

Design review and approval for installation of a vinyl mesh advertising mural to be located on the south elevation of 260 S. Fourth St. Proposed mural – Captain Morgan “*White rum has a new captain. 5x distilled for a smoother taste*” There have been numerous ad murals at this location, the current being for Crown Royal. CC3359.07(D)

Dimensions of mural: 113’-6”W x 31’-6”H, non lit vinyl mesh banner**Term of installation:** Seeking approval from March 1 through June 15, 2014.**Area of mural:** 3,575 sf**Approximate % of area that is text:** 4%**Discussion**

A spring, beach theme is proposed. The Commission maintained that it was very much like a billboard. A. The shape of the space is configured that way. RL – I don’t see any art. A. – picture of the ocean. JM – the landscape is nice but the configuration is like a traditional billboard. KK – I see product first and art second (unlike the Paibsts murals). JM – our criteria stresses art. A. – we do try to push clients towards more creativity. We try to meet the standard. JM – there are little things that can be done. A. – a lot of these are subjective standards. CBS – not an iPhone but an alcohol. Put it on a beach with sky. RL – why does it have to have a glass of rum? A. we won’t have a client if we have to do that. It’ll be 10 years in June when ad mural program was started. TH - maybe switch location of the bottle, make smaller and move to the right. MB These are issues that come around month after month.

Results

Motion to accept the changes as sent to staff – smaller bottle. Shifted to the right. (9-0)

Case #7 773-14**Captain Morgan ad mural****123 E. Spring Street****Applicant:** CBS Outdoor**Property Owner:** Spring Street LLC**Request:**

Design review and approval for installation of a vinyl mesh advertising mural to be located on the east elevation of 123 E. Spring St. Proposed mural – Captain Morgan - . “White rum has a new captain. 5x distilled for a smoother taste.” The Downtown Commission approved BalletMet’s The Nutcracker mural in September 2013. CC3359.07(D).

Dimensions of mural: 15’H x 35’W Two dimensional, non lit

Term of installation: Seeking approval from. March 1 through May 1, 2014.

Area of mural: 525sf

Approximate % of area that is text: 12%

Discussion

Text is too large, the applicant feels that the size is smaller, so the text should be proportionally larger. RL – I would move approval if the size of the text was reduced to 5%.
A. – Would removing the bottom line help. ?

Results

Move to approve provided the text is reduced to 5%. (8-1) Katz

Case #8 774-14

Jaegermeister ad mural

Address: 110 N. Third Street

Applicant: Orange Barrel Media

Property Owner: Exchange Urban Lofts Condominium Association

Design Professional: Orange Barrel Media

Zoning: DD

Request:

Design review and approval for installation of a vinyl mesh advertising mural to be located on the north elevation of 110 N. Third Street. Proposed mural – Jaegerbonds “Relive the night”. There have been numerous murals at this location, the latest being for GNC, Pro Performance AMP. CC3359.07(D)

Dimensions of mural: 26’W x 82’H, three dimensional, non lit

Term of installation: Seeking approval from March 25 through April 28, 2014

Area of mural: 2,132 sf

Approximate % of area that is text: 5%

Discussion

Jagerbond is an ap dealing with social media. Could you push the symbols at the bottom down? JM – thinks the ad is attractive but considers this a prominent secondary façade. RL – I have the same problem. A. – It’s a visible location. The “drink responsibly” is required by law. Staff should count the lower stuff as text. MB. – the ice frost is a good part of this. RL – not only is this a primary façade, the mural takes the whole part of the façade – going to the curved window. If it were brought in it might be more appropriate. 1;39 SW – Tends to agree that we’re getting at some locations that are pushing it. A. Our feeling was that tooo much room around the mural would make it more like a billboard. We shrank things on the Atlas Building. TH – suggest that subsequent murals at this location be moved to the left three feet or so.

Results

Motion to accept with changes as per discussion to staff (push the lower symbols down and expand the ice). (7-2) Loversidge, Maniace

VII. Commission By-laws

- Discussion
- Vote

Kevin Wheeler
Assistant Administrator, Planning Division

The last section on conflict was discussed. Approved (8-0)

VIII. Business / Discussion

Public Forum

Staff Certificates of Appropriateness have been issued since last meeting (Jan. 28 2014)

1. 111 E. Nationwide Blvd. – reface signs
2. 375 N Front St. – Moxie – change out sign
3. Bishop’s Walk II – lot split – construction and financing

If you have questions concerning this agenda, please contact Daniel Thomas, Urban Design Manager, Planning Division at 645-8404.